

Draft Radiological Communication Plan

Hunters Point Naval Shipyard
San Francisco, California

Department of the Navy
Base Realignment and Closure
Program Management Office West



January 2017

This Communication Plan, prepared in consultation with the U.S. Environmental Protection Agency and Department of Toxic Substances Control, was developed to address outreach needs specifically associated with radiological data confirmation activities for the Navy Base Realignment and Closure (BRAC) Program at Hunters Point Naval Shipyard (HPNS) in San Francisco, California. The plan is designed to supplement and complement existing stakeholder outreach efforts being conducted by the Navy and other regulatory and governmental organizations. One key aspect of this plan is that it is flexible in scope to adjust to dynamic communication needs. As such, this document may be updated to accommodate outreach needs.

Purpose

The Communication Plan serves to create proactive and transparent channels of information exchange with stakeholders about project activities and findings, site investigation and mitigation actions, and opportunities for stakeholder involvement. It is tailored around the issue of a specific contractor's mishandling of radiological data and is expected to be complete once the investigation and reporting of this project has been completed.

Overview

Current radiological study status:

The Navy's oversight of contractors conducting cleanup work at HPNS revealed that a Navy contractor misrepresented radiological soil samples. In addition, former contract employees at HPNS responsible for collecting samples and performing measurements of radioactivity have claimed:

- Potentially contaminated soil samples were swapped for clean soil samples
- Potentially contaminated soil was placed into open trenches in other areas around HPNS
- Computer data regarding radiation levels was tampered with to indicate lower levels of radiation

These claims have not implicated Parcel A, where property has been transferred and construction to redevelop the area is ongoing.

Communication Approach

Develop a sustainable and focused communication approach using effective methods to clearly communicate the Navy's objectives to all stakeholders.

Communication Objectives

- Inform, educate, and engage stakeholders to increase awareness about the Navy's efforts to evaluate and validate radiological data
- Promote open communication among the Navy, regulators, and the community
- Establish trust and confidence in Navy's commitment to the health and safety of current and future stakeholders and the surrounding community
- Anticipate and respond to inquiries from the public and the media
- Provide early identification of potential issues and their impacts

Key Messages

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These key messages will be threaded throughout all communications. Additional specific messages are included in Appendix A.

1. Public safety is the highest priority as the Navy and its partners conduct investigation and cleanup work at HPNS.
2. The Navy is committed to meeting all regulatory requirements during the clean up work at HPNS.
3. The Navy will engage in rigorous oversight of all contractor work at HPNS.
4. The Navy is committed to transparency and keeping the public fully informed about cleanup work at HPNS.

Stakeholders

The Navy's information distribution lists currently include approximately 878 email addresses, 1,969 postal addresses, a small group of individuals (six) without email who receive communications via US Mail and 64 community groups and community leaders to which the Navy sends program materials. In addition, Service First, the homeowner managers for Parcel A condominium, receive electronic communications to distribute to their email list of approximately 240 addresses made up of condominium owners and residents who live on former HPNS property. Stakeholders include local residents and businesses, community organizations, local churches, public libraries in the HPNS footprint, homeowners associations, identified leaders within the community, other interested non-local persons, elected officials, and regulatory agencies. These lists will be used as appropriate during outreach. Specific external stakeholders are noted in Table 2.

Table 1 External Stakeholders	
EXTERNAL STAKEHOLDER	TYPE/DESCRIPTION
Residents and Tenants at HPNS	The greater Hunters Point community is defined as the three zip codes nearest to HPNS (94107, 94124, and 94134) which encompasses approximately 8 square miles and more than 112,000 residents and a significant number of small businesses. For this plan, residents and business owners living on or near HPNS are the primary local stakeholders while those living in adjacent areas are secondary stakeholders. Engagement with both stakeholder groups is provided in this plan although greater direct communication with the target primary stakeholders is envisioned.
Community Organizations	Neighborhood Associations, Libraries, Community And Youth Centers, Churches, Senior Centers, Health Care Centers, Business Associations, Community Advocacy, and Non-Governmental Organizations
EPA Superfund Region 9	Government Agency (Lead Federal Regulatory Agency)
Department of Toxic Substances Control	Government Agency (Lead State Regulatory Agency)
California Regional Water Quality Control Board	Government Agency (State Regulatory Agency)

Table 1

External Stakeholders

EXTERNAL STAKEHOLDER	TYPE/DESCRIPTION
City of San Francisco, Office of Community Investment and Infrastructure	Government Agency
California Department of Public Health	Government Agency (State Regulatory Agency)
City of San Francisco Department of Public Health	Government Agency (providing Input)
Senator Dianne Feinstein – California	Elected Official/Federal Government Representative
Senator Kamala Harris – California	Elected Official/Federal Government Representative
Congresswoman Nancy Pelosi – California's 12th District	Elected Official/Federal Government Representative
Governor Jerry Brown – California	Elected Official/State Government
California Assembly Member David Chiu, District 17	Elected Official/State Government
California Assembly Member Phil Ting, District 19	Elected Official/State Government
City and County of San Francisco Board of Supervisors – Ms. Malia Cohen, District 10	Elected Official/Local Government
Mayor Edwin Lee – City of San Francisco	Elected Official/Local Government
Mayor's Hunters Point Shipyard Citizens Advisory Committee	Community Organization
Local Media including Blogs	Provide broad information dissemination to stakeholders; a list of media organizations is provided in the media strategy section

Communication Methods

To date, the Navy has used a variety of communication methods to update HPNS stakeholders, including electronic distribution via email and the availability of materials on a dedicated Navy program web page. These methods offer timely information for community members with Internet access. In addition, engaging online and print media sources provides materials for mass distribution. To ensure that the public feels engaged, the Navy is committed to continuing face- to- face communication at meetings and community events, as well as communication through a telephone “information line” with outgoing and incoming information available in English, Cantonese, and Spanish.

Local Online and Print Media, Blogs, and Announcements Effectively Reach Stakeholders. The utility of these methods were addressed in a January 2016 Community Survey of HPNS stakeholders. Participants were asked to evaluate outreach tools used by the Navy to publicize meetings, events, and activities. Results from the survey indicate that the most effective methods are electronic communications (specifically via email) and traditional print media. Participants had seen the notices in the Bayview Footprints Internet blog, the print and online versions of the San Francisco Examiner, the San Francisco Chronicle, and the Hunters Point Shipyard Community Advisory Committee newsletters and announcements.

Stakeholders Prefer Electronic Information Exchange. A majority of survey participants requested that cleanup information (including schedule) be timed to program developments.

Translation is a Key Consideration. There are significant Asian and Hispanic populations in the HPNS area of influence. To maximize access to information, outreach materials will be provided in English, with translation of, or the option to request materials translated into Chinese and Spanish. In addition, interpretation may be arranged to be available at community meetings. Community members in the local Asian community report that Cantonese is the spoken dialect and Traditional Chinese Characters are used for written materials.

Provide Visually Appealing Information That Can be Understood By the Public. To provide the greatest range of accessibility, materials developed should provide a “plain language” summary that can be easily understood by non-technical readers, where more detailed explanations may provide technical information for expert audiences. Images that create visual interest and provide clear explanations should be used. Colors, images, and tone used in previous engagement will be used to provide visual consistency.

Community Engagement

The first three task elements address establishing two-way communication and providing information dissemination to the community. The fourth element provides the tasks that will be accomplished to ensure inter-agency and partner collaboration and communication.

These tasks will establish a consistent flow and transparent exchange of information with the public during development and implementation of the Navy’s work plan. Involvement with team members in two primary areas, community information material development and regular distribution and availability of site information to all stakeholders, will ensure that the Navy’s goal of early and ongoing communications is achieved. Outreach tools will be implemented in a timely manner and in concert with the technical approach.

Provide Regularly Issued and Timely Available Site Update Materials

Develop and disseminate site information. Project information will be available in hard-copy and available electronically (through the www.bracpmo.navy.mil website). It will also be available to HPNS Information Line callers, and disseminated to community organizations, members of established distribution lists, and media (noted in the Media Engagement Strategy). This information will include the annual calendar of community events, status updates, schedules, and next steps in English, Chinese, and Spanish, as appropriate.

It is anticipated that a minimum of three fact sheets will be developed.

- Fact Sheet 1: Detail radiological site status, plans for data evaluation, and anticipated future activities is currently in development.
- Fact Sheet 2: Provide the initial results obtained during radiological sampling investigations and describe future activities.
- Fact Sheet 3: Provide the radiological data investigation results and remedial actions.

Update and maintain the project website. This is an ongoing task that will provide accessible information (fact sheets, status updates, questions/responses (contained in Appendix A), notices of upcoming meetings, etc.) for a non-technical audience. The website has been used as part of the Navy’s ongoing community involvement, and will be further populated to specifically address radiological concerns. It will contain a question/answer page populated with frequently asked questions.

Update and Contact Information Repositories. The information repositories at the City of San Francisco Main Library, the Office of Community Investment and Infrastructure (OCII), and the Hunters Point Naval Shipyard Site Trailer do not receive frequent visitors. To promote increased community involvement in review of technical documents, outreach team members will ensure that these locations contain the most up-to-date site information, and will engage with staff at these locations during the implementation of this outreach.

Participate in Community Meetings to Provide Forums for Dialogue and Exchange

The purpose of this task is to conduct targeted outreach to key stakeholders.

Conduct Bus Tours and Dialog and Exchange Sessions. During the 2014 and 2016 community surveys, respondents who had participated in bus tours consistently noted that they were pleased with this method of engagement and found them informative. To expand engagement, availability sessions, or informal discussions held at local businesses (such as The Storehouse) or local churches will be conducted.

Host community meetings to address radiological issues and participate in local established community group meetings. This effort will be in addition to regularly planned community meetings. The Navy and partner organizations will share information and provide a forum in which residents can speak directly with agency representatives and provide feedback. Part of this task involves maintaining a record of all meetings.

There are three community meetings anticipated for this project. Significant planning and coordination with partner agencies will occur prior to these meetings. Postcard invitations and flyers will be developed and distributed. Posters and handouts for the meeting will also be designed and available.

- Community Meeting 1: This meeting is scheduled for February 8, 2017 from 5:30 to 7:30 PM. The Community Technical Liaison is planned to be available at the open house-style meeting.
- Community Meeting 2: This will occur in coordination with an upcoming Mayor's Hunters Point Shipyard Community Advisory Committee Meeting.
- Community Meeting 3: Topic and dates to be determined.

Identify, Announce, and Implement a Feedback Process. This task involves identifying the process that will be undertaken to respond to the public concerning their input, making community members aware of this process, and implementing the process. This process will identify how feedback from the public (during a formal public comment period and other public forums) will be incorporated into the decision-making process.

Engage Third Party Communications and Technical Support

Identify and Engage with Community Liaison Organizations. Obtain the services of one or more community liaison organizations to help the Navy build a solid base of understanding and support in the community. The community liaison organizations will assist the Navy in:

- a. identifying and summarizing the needs and interests of local stakeholders groups and

community residents

- b. working with local stakeholder groups and community residents to develop customized engagement and outreach strategies
- c. engaging stakeholder groups and community residents through a variety of means, including surveys, comment tracking, interactive workshops, community meetings, advisory groups, one-on-one meetings, briefings and other interactive approaches

Provide Community Access to a Technical Advisor. Dr. Kathryn Higley of Oregon State University, a widely recognized expert on radiation issues, will be available to provide assistance to community members, increasing their capacity to engage with agency representatives on technical issues pertaining to the cleanup. As a third-party technical advisor Dr. Higley will be available to explain and advise community members about ongoing and forthcoming work.

Engage a communication specialist to provide consistent and clear information dissemination and encourage inclusive and comprehensive community participation. A third-party communication expert, Dr. Vincent Covello, has been hired to assist with key cleanup messages communication themes and key messages, and providing communication insight and comments to the development of outreach materials.

Interagency and Partner Communication and Collaboration

Technical and communication coordination among the agencies involved in the investigation is essential to providing efficient, strategic information sharing.

Meeting Preparation and Coordination. Community presentations are to be reviewed with participating agencies in advance of delivery to the community. Outreach materials used in meetings (such as postcard invitations, posters, and handouts) will also be reviewed in advance of distribution. Review time will be allocated so that participating agencies can provide input and the Navy incorporate changes and recommendations made by participating agencies. Due dates will be provided to agencies in advance. Regular outreach update calls with the Tiger Team will be conducted.

Keeping Regulatory Agency Informed. The Navy recognizes the importance of maintaining open and ongoing communication. A routine communication schedule identifying the timelines for developing and disseminating written materials and presentations will be completed.

Reporting to Leaders in Government. Provide regular status reports to elected officials. The Navy and EPA will provide status updates to the Mayor of San Francisco the district supervisor, and the local Congressional office regularly to report on progress.

Media Communication

The Navy recognizes the value and need to engage the local media to maximize awareness and encourage community participation. This is particularly useful for community members who speak a language other than English at home, representing 54 percent of residents in the Hunters Point community. A list of potential media organizations is presented in Table 3.

A joint press release will be used to announce significant milestones throughout the project. This includes public meetings, media availability opportunities for interviews, and major project achievements. The goal in providing the media access to Navy and partner project experts is to share information with through media outlets which will help ensure mass audiences are aware of issues and

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solutions, encourage the public to attend public meetings and learn details about efforts in progress to ensure the public has suitable opportunities to learn more.

Name and Address	Media Type	Language / Audience
San Francisco Examiner 988 Market Street San Francisco, CA 94102	Print and Internet Newspaper	English
Mission Local	Internet publication	English and Spanish/Latino
New America Media 275 9th Street San Francisco, CA 94103	Multi-Media Agency	Multi-lingual (Arabic, Spanish, Chinese, and Korean)
Bayview Footprints 1747 Quesada Avenue San Francisco, CA 94124	Newsletter and Internet	English/Bayview/Hunters Point Neighborhood
Bayview Hunters Point Home Blog	Newsletter and Internet	English
Asian Week	Newspaper	Multiple, Asian
El Tecolote 2958 24th Street San Francisco, CA 94110	Newspaper	Spanish, Latino
San Francisco Bay Guardian 135 Mississippi Street San Francisco, CA 94107	Newspaper	English
San Francisco Bay View 4917 Third Street San Francisco, CA 94124	Newspaper	English, African American
San Francisco Weekly 185 Berry Street, Lobby 5, Suite 3800 San Francisco, CA 94107	Newspaper	English
Sing Tao 625 Kearny Street San Francisco, CA 94108	Newspaper	Chinese
Sun Reporter 1791 Bancroft Avenue San Francisco, CA 94124	Newspaper	English, African American
The Potrero View 2325 3rd Street, Suite 344 San Francisco, CA 94107	Newspaper	English
San Francisco Chronicle 901 Mission Street San Francisco, CA 94103	Newspaper and Internet	English

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Name and Address	Media Type	Language / Audience
KIQI (1010 AM and 990 AM) 44 Gough Street, Suite 301 San Francisco, CA 94103	Radio	English and Spanish
KPOO (89.5 FM) 1329 Divisadero Street San Francisco, CA 94115	Radio	English
Sing Tao Chinese Radio (1400 AM, 1450 AM, 96.1 FM) 625 Kearny Street San Francisco, CA 94108	Radio	Cantonese and Mandarin/Asian
KQED 2601 Mariposa Street San Francisco, CA 94110	Radio and Television	English
KDTV 50 Fremont St., Floor 41 San Francisco, CA 94105	Television	Spanish
KGO-TV (Channel 7) 900 Front Street San Francisco, CA 94111	Television	English
KPIX (Channel 5) 855 Battery St San Francisco, CA 94111	Television	English
KRON (Channel 4) 1001 Van Ness Avenue San Francisco, CA 94109	Television	English
KTSF (Channel 26) 100 Valley Drive Brisbane, CA 94005	Television	Cantonese and Mandarin/Asian

Points of Contact

The point of contact for questions from the public is:

Derek Robinson

BRAC Environmental Coordinator

Department of the Navy BRAC Program Management Office

West 33000 Nixie Way, Bldg. 50, 2nd Deck

San Diego, CA 92147

(619) 524-6026 or derek.j.robinson1@navy.mil

The point of contact for media requests is:

William Franklin

(619) 524-5433 or william.d.franklin@navy.mil

Appendix A

Examples of Frequently Asked Questions

To be published and distributed to the public web site

1. What is happening at the Hunters Point Naval Shipyard?

The Navy is removing or cleaning parts of the 934 acre site that were identified as having potential contamination. This must be done before the land can be transferred to the Office of Community Investment and Infrastructure (OCII). OCII was formerly the San Francisco Redevelopment Agency. Once the cleanup has been completed, the land may be used for housing, parks, and businesses.

Hunters Point Naval Shipyard was included in the Base Realignment and Closure program in 1991. As part of that process, the site was evaluated to determine its suitability for other uses and found that certain areas required cleanup before ownership could be transferred. In December 2004, the Navy transferred the first 75 acres of Hunters Point Naval Shipyard (known as Parcel A) to the San Francisco Redevelopment Agency for residential housing development, community parks, and commercial venues. The remaining parcels will be transferred to OCII once environmental cleanup is complete.

2. How is the cleanup being overseen and by whom? What are the safeguards in place?

The Navy is leading the cleanup of Hunters Point Naval Shipyard. Three regulatory agencies oversee the Navy's implementation of the cleanup. These are the U.S. Environmental Protection Agency, the California Department of Toxic Substances Control, and the San Francisco Regional Water Quality Control Board. These agencies oversee and enforce the Navy's compliance with the federal site cleanup laws. This law (known as Superfund) ensures that the cleanup protects human health and the environment.

3. Has cleanup in the entire Hunters Point Shipyard been completed?

The cleanup at HPNS is ongoing. It is being implemented in phases and by parcel. In December 2004, the Navy transferred the first 75 acres of Hunters Point Naval Shipyard (known as Parcel A) to the San Francisco Redevelopment Agency. This area is planned to be used for housing, community parks, and businesses. The remaining parcels will be transferred to the City of San Francisco once environmental cleanup is complete and transfer of the property is approved.

4. When do we expect the cleanup to be completed?

The cleanup is planned to be completed by 2020. However, since additional environmental samples are being taken, the Navy's current schedule may be affected.

5. Where can I get more information?

You can find Hunters Point Naval Shipyard cleanup information at the BRAC website:

http://www.bracpmo.navy.mil/brac_bases/california/former_shipyard_hunters_point.html. If you want to be added to the mailing list or if you have questions, email info@sfhpnns.com or call the HPNS information Line at (415) 295-4742.

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The BRAC web site provides a summary of the cleanup sites at HPNS, a copy of the current Community Involvement Plan, other project-related documents, and contact information for program representatives and regulatory officials. You can also sign up directly on the BRAC website to receive updates.

The Navy is committed to keeping the community engaged in the environmental cleanup process at HPNS, and strongly encourages interested members of the community to participate. The Navy will keep stakeholders informed of investigation progress through regularly issued fact sheets, community meetings, and ongoing communication via the Internet, media, and other identified points of contact.

Reports are available for review at:

City of San Francisco Main Library

5th Floor Government Information Center
100 Larkin Street
San Francisco, CA 94102
(415) 557-4400

City and County of San Francisco

Office of Community Investment and Infrastructure (OCII)

451 Galvez Ave
San Francisco, CA 94124
(415) 822-4622

Hunters Point Naval Shipyard Site Trailer

(near HPNS security entrance)

690 Hudson Avenue
San Francisco, CA 94124

6. How do I get on/off the email or mailing list?

You can be added or deleted from the email or mailing list. To do this, send an email to info@sfhpnsc.com or leave a message on the HPNS Information Line at (415) 295-4742. You can also add your contact information to a sign-in sheet provided by the Navy at a meeting, a community event in which the Navy has a presence, or an HPNS Bus Tour.

7. How often are meetings scheduled? When is the next meeting?

The Navy holds regular update meetings and sends updates to community members, agencies, and other interested persons. For a list upcoming meetings, see http://www.bracpmo.navy.mil/brac_bases/california/former_shipyard_hunters_point.html. In addition, the Navy develops an annual Calendar of Community Events at the beginning of each calendar year. Navy HPNS Community Meetings, HPNS Bus Tours, and community event in which the Navy plans to participate are published on this calendar. The calendar may be found on the BRAC website; electronic or print copies will be sent to individuals or groups upon request by sending an email to info@sfhpnsc.com or leaving a message on the HPNS Information Line at (415) 295-4742.

8. Are the parcels that have been transferred to developers (such as Parcel A) safe? I live in a condo in Parcel A and am worried about radiological contamination.

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It is safe to live in the condos in Parcel A. Environmental cleanup was completed at Parcel A and the cleanup was approved by regulatory agencies. Historically, most of Parcel A was used by the Navy for non-industrial uses, including housing and administrative offices.

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